SOLID STAINLESS by ONEIDA

The finest patterns make it your best buy. And the consistently high standards of Oneida quality and craftsmanship . . . the imaginative packaging, realistic pricing, ***the over-all modern, creative merchandising...*** keep it that way.

Nature makes it carefree... Oneida makes it beautiful!

JULY 1, 1965

COMMUNITY* *Stainless*

Community is the very finest stainless that can be purchased. Extra care and pride of workmanship are evident in every detail . . . in the richly lustrous finish, the perfect weight and balance.

*Cantata**

Traditional elegance. Soft satin handles, bright bowls and tines.

*Frostfire**

Crisply contemporary. Lovely brush finish handles. Bowls and tines are bright.

*Paul Revere**

The charm of Early American. Warm satin finish.

*Driftwood**

Gracefully modern. Bright, gleaming finish.

*TRADEMARKS OF ONEIDA LTD.

COMMUNITY STAINLESS *Services*

Butlers Tray. Handsome compartmental tray with a gracious hand-carved appearance. Antique-finished brown border. Perfect for storage when set is not in use.

16-PIECE SERVICE FOR 4
in Butlers Tray

4 Teaspoons
4 Hollow Handle Knives
4 Dinner Forks
4 Soup Spoons

Consumer Price† **$24.95**

24-PIECE SERVICE FOR 6
in Butlers Tray

6 Teaspoons
6 Hollow Handle Knives
6 Dinner Forks
6 Soup Spoons

Consumer Price† **$34.95**

Salad Forks may be substituted for Soup Spoons in the 16 and 24-piece sets.

40-PIECE SERVICE FOR 8
in Butlers Tray

8 Teaspoons
8 Hollow Handle Knives
8 Dinner Forks
8 Soup Spoons
8 Salad Forks

Consumer Price† **$49.95**

50-PIECE SERVICE FOR 8
in Butlers Tray

16 Teaspoons
8 Hollow Handle Knives
8 Dinner Forks
8 Soup Spoons
8 Salad Forks
2 Table Spoons

Consumer Price† **$59.95**

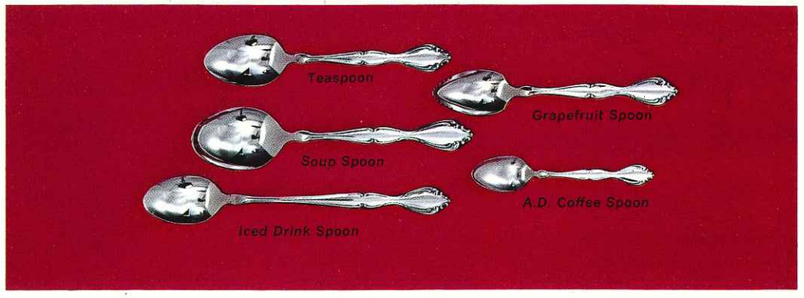
NEW!

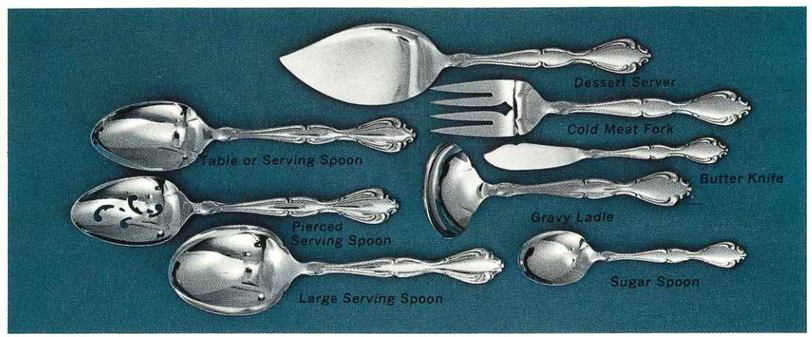
74-PIECE SERVICE FOR 12
in Butlers Tray

24 Teaspoons
12 Hollow Handle Knives
12 Dinner Forks
12 Soup Spoons
12 Salad Forks
2 Table Spoons

Consumer Price† **$89.95**

Also available: No. 678 Salem Chest
Consumer Price† (Empty) **$10.00**





SPOONS	Consumer Price† Each	Consumer Price† Per Dozen
Tea	$ .75	$ 9.00
Oval Bowl Soup	1.50	18.00
Iced Drink	1.50	18.00
Grapefruit, Serrated	1.00	12.00
A.D. Coffee	.75	9.00
FORKS		
Dinner	1.50	18.00
Oyster or Cocktail	1.50	18.00
Salad	1.50	18.00
KNIVES		
Hollow Handle Dinner, Forged Blade, Serrated	2.50	30.00
Butter Spreader	1.50	18.00
Individual Steak	3.50	42.00

SERVING PIECES	Consumer Price† Each
Butter Knife	$2.00
Sugar Spoon	2.00
Cold Meat Fork	3.00
Gravy Ladle	3.50
Dessert Server	3.00
Table or Serving Spoon	2.00
Pierced Serving Spoon	2.00
Large Serving Spoon	3.00

6-PIECE PLACE SETTING (Gift Boxed)

Hollow Handle Knife, Dinner Fork, Soup Spoon, Salad Fork, 2 Teaspoons . . . 7.95

†Consumer prices listed herein are the prescribed minimum or stipulated resale prices in all States which have enacted Fair Trade Acts.

There is no Federal Excise Tax on Stainless tableware.

COMMUNITY STAINLESS

For add-on sales,
For gifts,
For extra sales!

6-PIECE HOSTESS SERVING SET

Cold Meat Fork, Gravy Ladle, Dessert Server, Pierced Serving Spoon, Butter Knife and Sugar Spoon. Gift Boxed.

Consumer Price† **$9.95**

6-PIECE STEAK KNIFE SET

Set of six individual steak knives in solid-walnut case, hinged top.

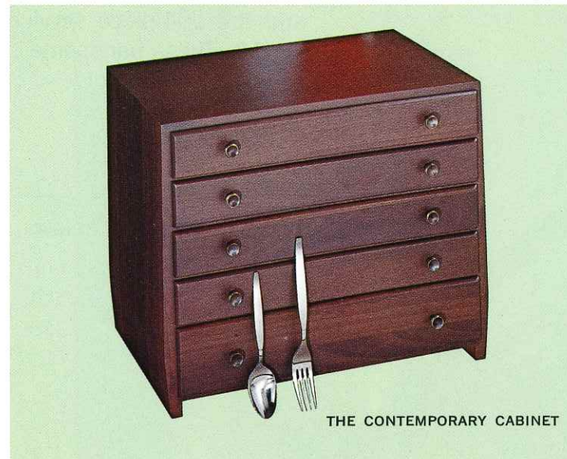
Consumer Price† **$19.95**

Presenting the ultimate in Stainless Services!

featured in

CLASSIC CABINETS

Exquisite miniature chests . . . luxuriously fabric-lined and tastefully appointed. Each a masterwork of period craftsmanship. Furnished with a 142-piece service for 12. Choice of four distinctive cabinet styles.



THE CONTEMPORARY CABINET

THE COLONIAL CABINET

COMMUNITY* *Stainless*

142-PIECE SERVICE FOR 12 IN YOUR CHOICE OF FOUR CABINETS

Hand-crafted, hand-finished cabinets . . . filled with luxurious Community Stainless. A perfect wedding of the skill of the expert silversmith with the art of the master cabinetmaker. Harmonizing fabrics line each drawer and create a beautiful setting for your precious stainless. Choose from four distinctive cabinet styles and four lovely stainless patterns.

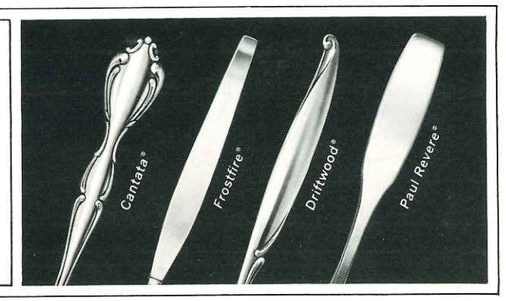
Consumer Price† of Cabinets (empty) **$60.00**

SET CONTENTS: 24 teaspoons, 12 each steak knives, dinner knives, dinner forks, soup spoons, salad forks, iced drink spoons, cocktail forks, butter spreaders and grapefruit spoons; 4 table spoons and 1 each butter knife, sugar spoon, cold meat fork, gravy ladle, pierced serving spoon and pastry server.

Consumer Price† **$199.00**

The Good Fortune Cabinet

The New Hope Cabinet



*TRADEMARKS OF ONEIDA LTD.

Services in
BUTLERS CABINET

Furnished with the 72-piece service for 8 and the 104-piece service for 12. These handsome cabinets can be sold as separate units, or the 50-piece service and tray can be sold separately and replaced. The pieces stored below can be sold as open stock.

No. 637.
Consumer Price† (empty) $31.00

COMMUNITY *Stainless*

72-PIECE SERVICE FOR 8
in Butlers Cabinet

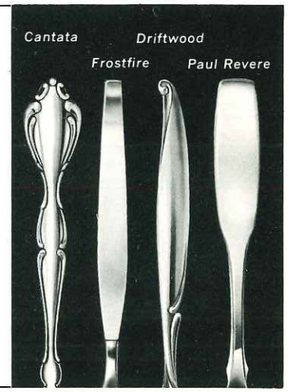
16 Teaspoons, 8 Hollow Handle Knives, 8 Dinner Forks, 8 Soup Spoons, 8 Salad Forks, 8 Iced Drink Spoons°, 8 Cocktail Forks°, 1 Butter Knife, 1 Sugar Spoon, 1 Cold Meat Fork, 1 Gravy Ladle, 1 Pierced Serving Spoon, 3 Table Spoons.

Consumer Price† **$99.95**

104-PIECE SERVICE FOR 12
in Butlers Cabinet

24 Teaspoons, 12 Hollow Handle Knives, 12 Dinner Forks, 12 Soup Spoons, 12 Salad Forks, 12 Iced Drink Spoons°, 12 Cocktail Forks°, 1 Butter Knife, 1 Sugar Spoon, 1 Cold Meat Fork, 1 Gravy Ladle, 1 Pierced Serving Spoon, 3 Table Spoons.

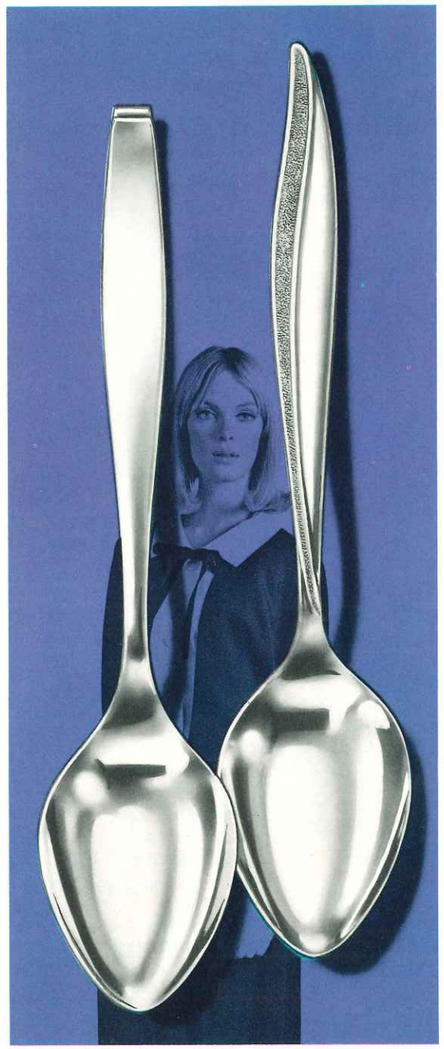
Consumer Price† **$139.95**

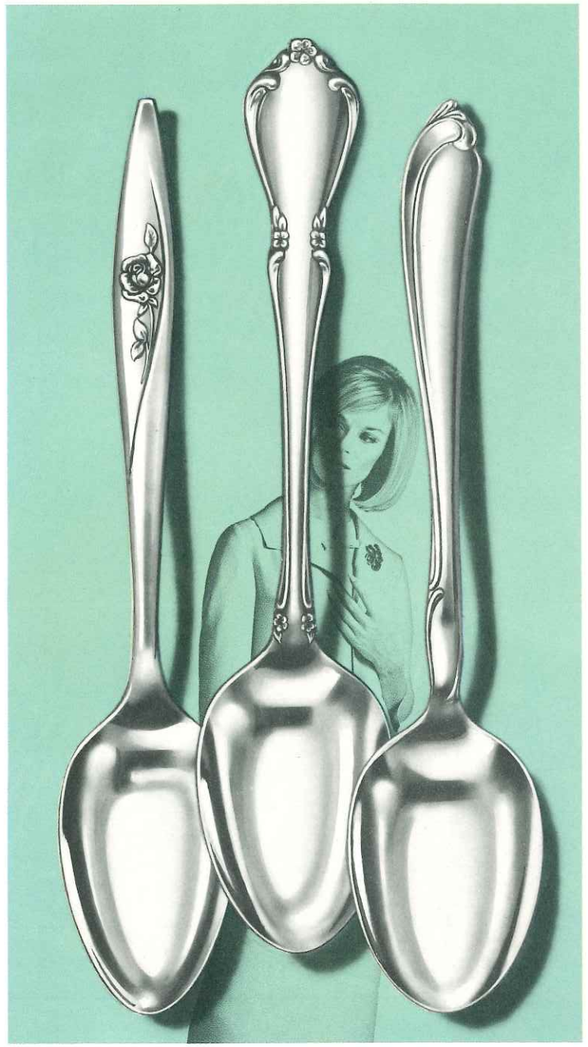


°Allowable substitutions—Butter Spreaders for Cocktail Forks or Iced Drink Spoons.
†Consumer prices listed herein are the prescribed minimum or stipulated resale prices in all States which have enacted Fair Trade Acts.

ONEIDACRAFT* DELUXE *Stainless*

Each pattern was designed especially for a particular taste. Each bears testimony to the designer's skill. The modern simplicity of Tempo, the drama of Textura, traditional Chateau, romantic Lasting Rose, graceful Shasta . . . patterns to appeal to the widest possible range of popular tastes.





*Tempo**
A song of symmetry in a soft-luster, satin finish.

*Textura**
Bold swirls against bright, smooth planes.

*Lasting Rose**
A romantic floral design with a high-polish finish.

*Chateau**
A popular traditional pattern enhanced by a flawless bright finish.

*Shasta**
A favorite of those who prefer a modern pattern. Bright finish.

*TRADEMARKS OF ONEIDA LTD.

ONEIDACRAFT DELUXE STAINLESS *Services*

Serva-Tray. Molded in a lovely blue, textured finish. Lined with a harmonizing blue fabric. Makes a wonderful gift package.

20-PIECE SERVICE FOR 4
in Serva-Tray

4 Teaspoons — 4 Dinner Forks
4 Hollow Handle Knives — 4 Soup Spoons
4 Salad Forks

Consumer Price† **$19.95**

36-PIECE SERVICE FOR 6
in Serva-Tray

12 Teaspoons — 6 Dinner Forks
6 Hollow Handle Knives — 6 Soup Spoons
6 Salad Forks

Consumer Price† **$29.95**

50-PIECE SERVICE FOR 8
in Serva-Tray

16 Teaspoons — 8 Soup Spoons
8 Hollow Handle Knives — 8 Salad Forks
8 Dinner Forks — 2 Table Spoons

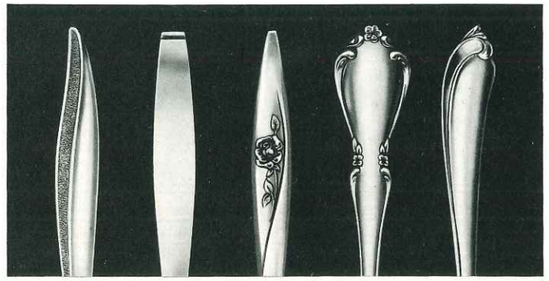
Consumer Price† **$39.95**

NEW!

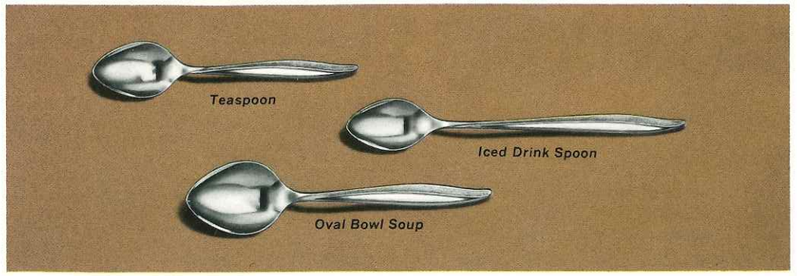
74-PIECE SERVICE FOR 12
in Serva-Tray

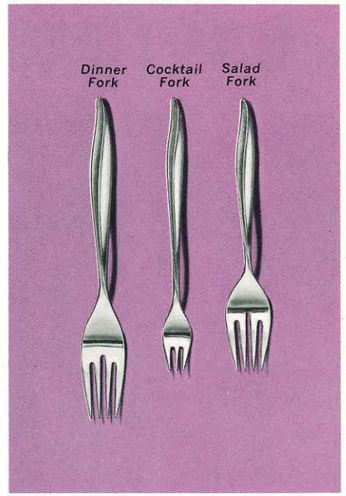
24 Teaspoons
12 Hollow Handle Knives
12 Dinner Forks
12 Soup Spoons
12 Salad Forks
2 Table Spoons

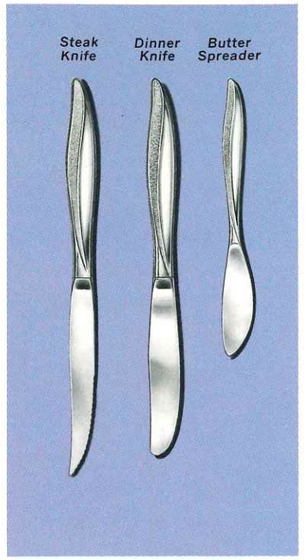
Consumer Price† **$59.95**

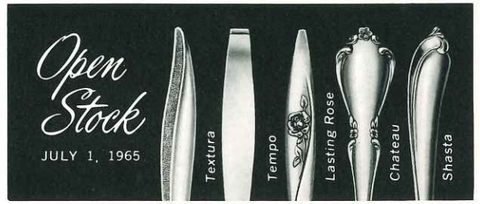


Textura — Tempo — Lasting Rose — Chateau — Shasta









SPOONS	Consumer Price† Each	Consumer Price† Per Dozen
Tea	$ .45	$ 5.40
Oval Bowl Soup	.90	10.80
Iced Drink	.90	10.80
FORKS		
Dinner	.90	10.80
Oyster or Cocktail	.90	10.80
Salad	.90	10.80
KNIVES		
Hollow Handle Dinner, Forged Blade, Serrated	2.25	27.00
Individual Steak	2.75	33.00
Butter Spreader	.90	10.80

SERVING PIECES	Consumer Price† Each
Butter Knife	$1.00
Sugar Spoon	1.00
Cold Meat Fork	1.75
Gravy Ladle	2.00
Pierced Dessert Server	1.75
Table or Serving Spoon	1.00
Pierced Serving Spoon	1.00
6-PIECE PLACE SETTING	
(Gift Boxed) Hollow Handle Knife, Dinner Fork, Soup Spoon, Salad Fork, 2 Teaspoons	5.40

†Consumer prices listed herein are the prescribed minimum or stipulated resale prices in all States which have enacted Fair Trade Acts.

There is no Federal Excise Tax on Stainless tableware.

ONEIDACRAFT DELUXE STAINLESS

For add-on sales,
For gifts,
For extra sales!

6-PIECE STEAK KNIFE SET
Set of six individual steak knives in handsome gift box.

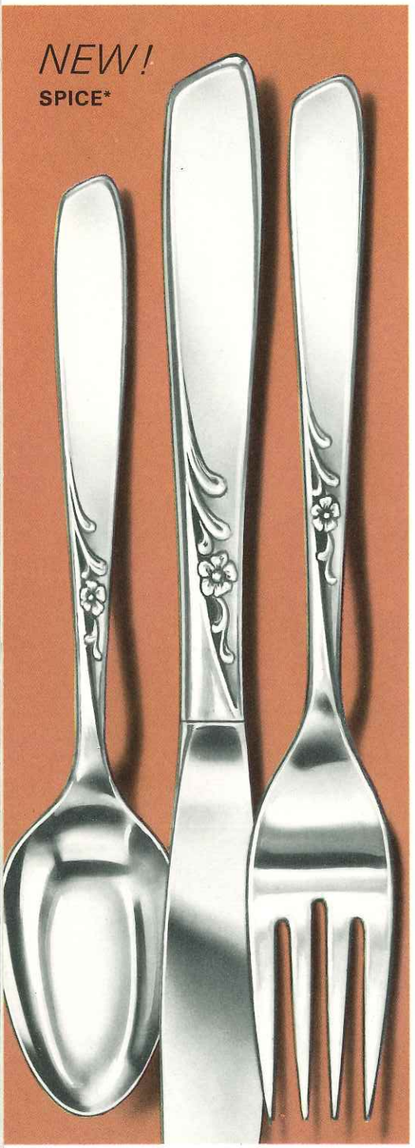
Consumer Price† **$14.95**

6-PIECE HOSTESS SERVING SET
Cold Meat Fork, Gravy Ladle, Pierced Dessert Server, Pierced Serving Spoon, Butter Knife and Sugar Spoon. Gift Boxed.

Consumer Price† **$6.95**

ONEIDA STAINLESS*

WITH QUALITY FEATURES RARELY FOUND AT THIS ATTRACTIVE PRICE LEVEL



24-PIECE SERVICE FOR 6
in Buffet Tray

6 Teaspoons
6 Hollow Handle Knives
6 Dinner Forks
6 Soup Spoons

Consumer Price† **$19.95**

50-PIECE SERVICE FOR 8
in Buffet Tray

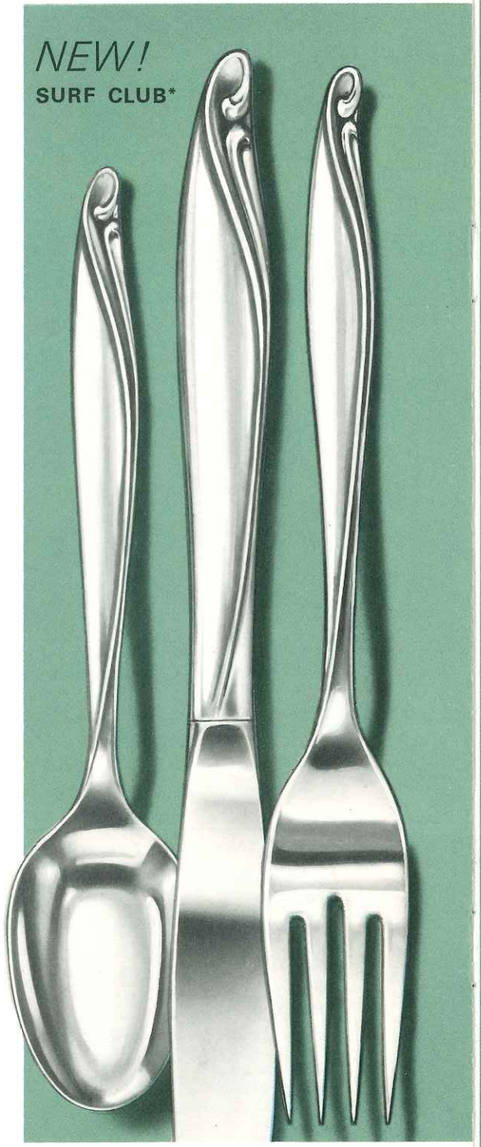
16 Teaspoons
8 Hollow Handle Knives
8 Dinner Forks
8 Soup Spoons
8 Salad Forks
2 Table Spoons

Consumer Price† **$29.95**

74-PIECE SERVICE FOR 12
in Gift Box

24 Teaspoons
12 Hollow Handle Knives
12 Dinner Forks
12 Soup Spoons
12 Salad Forks
2 Table Spoons

Consumer Price† **$44.95**



OPEN STOCK—JULY 1, 1965

SPOONS	Consumer Price† Each	Consumer Price† Per Dozen
Tea	$ .39	$ 4.68
Oval Bowl Soup	.69	8.28
Iced Drink	.69	8.28
FORKS		
Dinner	.69	8.28
Cocktail	.69	8.28
Salad	.69	8.28
KNIVES		
Hollow Handle Dinner, Forged Blade, Serrated	1.79	21.48

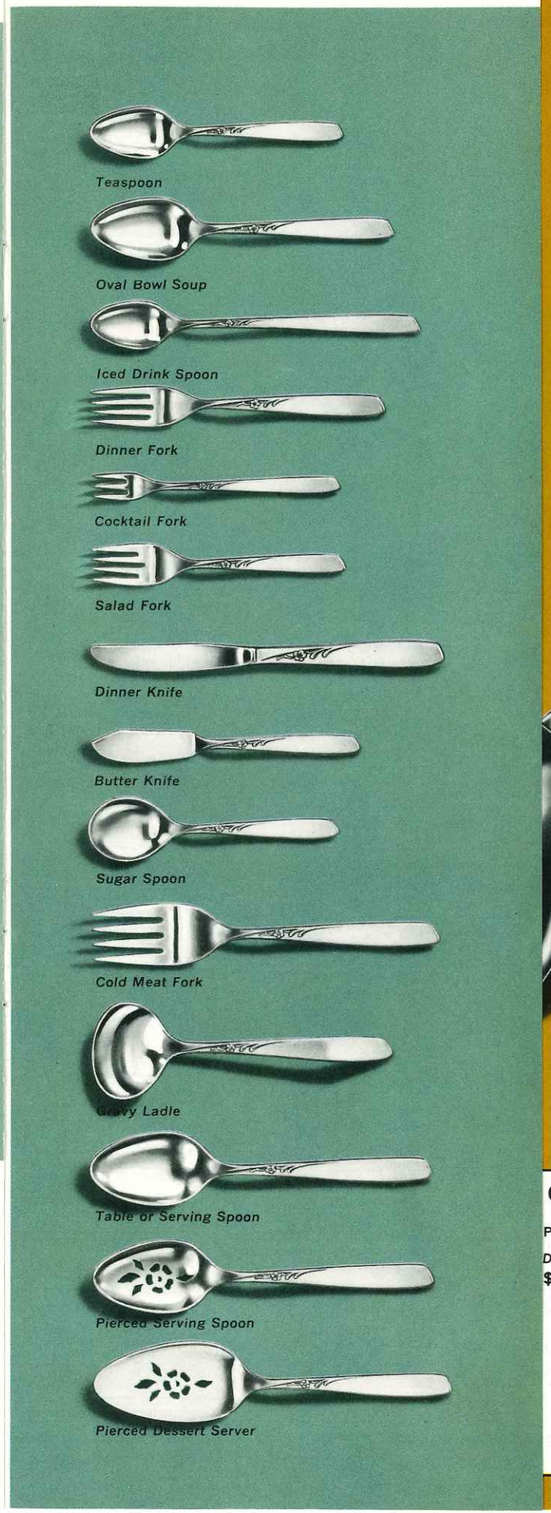
SERVING PIECES	Consumer Price† Each
Butter Knife	$ .89
Sugar Spoon	.89
Cold Meat Fork	1.29
Gravy Ladle	1.49
Pierced Serving Spoon	.89
Table or Serving Spoon	.89
Pierced Dessert Server	.99
5-PIECE SERVING SET	
Gift Boxed: Gravy Ladle, Sugar Spoon, Butter Knife, Cold Meat Fork and Pierced Dessert Server	4.50

†Consumer prices listed herein are the prescribed minimum or stipulated resale prices in all States which have enacted Fair Trade Acts.

*TRADEMARKS OF ONEIDA LTD.

ONEIDA STAINLESS*

OPEN STOCK PIECES



STAINLESS
BY ONEIDA SILVERSMITHS

24-PIECE SERVICE FOR 6
in New Gift Box

6 Teaspoons
6 Dinner Knives
6 Dinner Forks
6 Soup Spoons

Consumer Price† **$9.95**

40-PIECE SERVICE FOR 8
in New Gift Box

8 Teaspoons
8 Dinner Knives
8 Dinner Forks
8 Soup Spoons
8 Salad Forks

Consumer Price† **$14.95**

55-PIECE SERVICE FOR 8
in New Gift Box

16 Teaspoons
8 Dinner Knives
8 Dinner Forks
8 Soup Spoons
8 Salad Forks
2 Table Spoons
1 Butter Knife
1 Sugar Spoon
1 Gravy Ladle
1 Cold Meat Fork
1 Pierced Server

Consumer Price† **$19.95**

74-PIECE SERVICE FOR 12
in Gift Box

24 Teaspoons
12 Dinner Knives
12 Dinner Forks
12 Soup Spoons
12 Salad Forks
2 Table Spoons

Consumer Price† **$24.95**

OPEN STOCK—JULY 1, 1965

	Price† Per Dozen
	$3.48
	4.68
	4.68
	4.68
	4.68
	4.68
	7.08

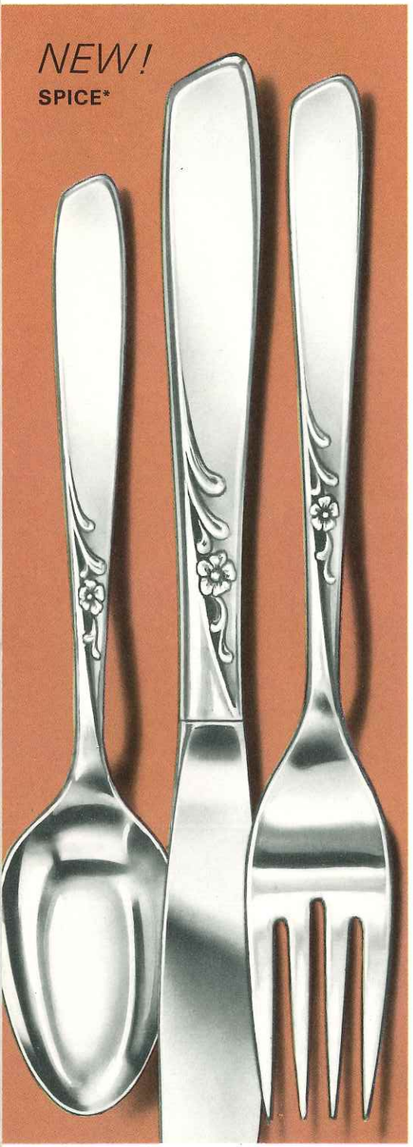
SERVING PIECES	Consumer Price† Each
Butter Knife	$ .49
Sugar Spoon	.49
Cold Meat Fork	.89
Gravy Ladle	.99
Pierced Serving Spoon	.49
Table or Serving Spoon	.49
Pierced Dessert Server	.89

†Consumer prices listed herein are the prescribed minimum or stipulated resale prices in all States which have enacted Fair Trade Acts.

There is no Federal Excise Tax on Stainless tableware.

*TRADEMARKS OF ONEIDA LTD.

ONEIDA STAINLES



24-PIECE SERVICE FOR 6
in Buffet Tray

6 Teaspoons
6 Hollow Handle Knives
6 Dinner
6 Soup S

Consumer Price† $1

50-PIECE SERVICE FOR 8
in Buffet Tray

16 Teaspoons
8 Hollow Handle Knives
8 Dinner Forks
8 Soup S
8 Salad F
2 Table S

Consumer Price† $2

74-PIECE SERVICE FOR 12
in Gift Box

24 Teaspoons
12 Hollow Handle Knives
12 Dinner Forks
12 Soup S
12 Salad
2 Table

Consumer Price† $4

OPEN STOCK—JULY 1, 1

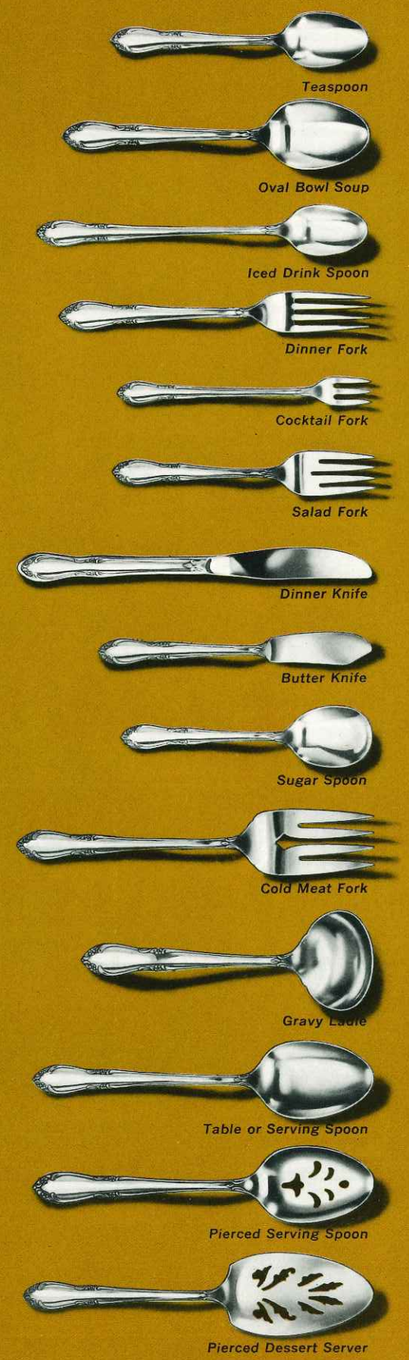
	Consumer Price† Each	Consumer Price† Per Dozen
SPOONS		
Tea	$ .39	$ 4.68
Oval Bowl Soup	.69	8.28
Iced Drink	.69	8.28
FORKS		
Dinner	.69	8.28
Cocktail	.69	8.28
Salad	.69	8.28
KNIVES		
Hollow Handle Dinner, Forged Blade, Serrated	1.79	21.48

SERVING
Butter Kn
Sugar Sp
Cold Mea
Gravy La
Pierced S
Table or
Pierced D

5-PIECE
Gift Boxe
Butter
Pierced

†Consumer prices listed herein are the prescribed minimum or stipulated resale prices i

ONEIDA STAINLESS
OPEN STOCK PIECES



NEW! ROSEANNE* ONEIDA* STAINLESS
BY ONEIDA SILVERSMITHS

24-PIECE SERVICE FOR 6
in New Gift Box

6 Teaspoons
6 Dinner Knives
6 Dinner Forks
6 Soup Spoons

Consumer Price† $9.95

40-PIECE SERVICE FOR 8
in New Gift Box

8 Teaspoons
8 Dinner Knives
8 Dinner Forks
8 Soup Spoons
8 Salad Forks

Consumer Price† $14.95

55-PIECE SERVICE FOR 8
in New Gift Box

16 Teaspoons
8 Dinner Knives
8 Dinner Forks
8 Soup Spoons
8 Salad Forks
2 Table Spoons
1 Butter Knife
1 Sugar Spoon
1 Gravy Ladle
1 Cold Meat Fork
1 Pierced Server

Consumer Price† $19.95

74-PIECE SERVICE FOR 12
in Gift Box

24 Teaspoons
12 Dinner Knives
12 Dinner Forks
12 Soup Spoons
12 Salad Forks
2 Table Spoons

Consumer Price† $24.95

OPEN STOCK—JULY 1, 1965

	Consumer Price† Each	Consumer Price† Per Dozen
SPOONS		
Tea	$ .29	$3.48
Oval Bowl Soup	.39	4.68
Iced Drink	.39	4.68
FORKS		
Dinner	.39	4.68
Cocktail	.39	4.68
Salad	.39	4.68
KNIVES		
Solid Handle Dinner, 1-Piece, Contour Shape, Serrated	.59	7.08

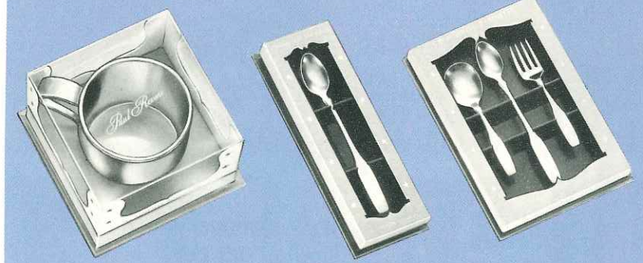
	Consumer Price† Each
SERVING PIECES	
Butter Knife	$ .49
Sugar Spoon	.49
Cold Meat Fork	.89
Gravy Ladle	.99
Pierced Serving Spoon	.49
Table or Serving Spoon	.49
Pierced Dessert Server	.89

†Consumer prices listed herein are the prescribed minimum or stipulated resale prices in all States which have enacted Fair Trade Acts.

There is no Federal Excise Tax on Stainless tableware.

*TRADEMARKS OF ONEIDA LTD.

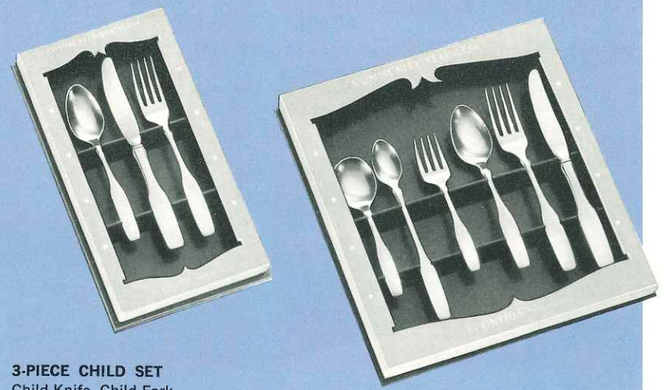
COMMUNITY *Stainless* FOR YOUNG FOLKS



CHILD'S CUP
Consumer Price† $4.95

FEEDING SPOON
Consumer Price† $1.50

3-PIECE BABY SET
Baby Fork, Baby Spoon and Feeding Spoon
Consumer Price† $2.95

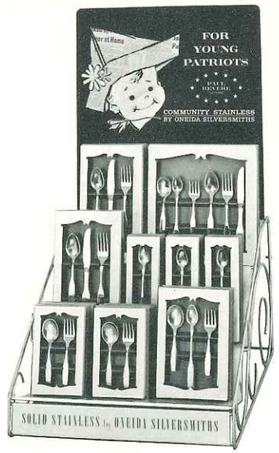


3-PIECE CHILD SET
Child Knife, Child Fork and Child Spoon
Consumer Price† $4.95

6-PIECE PROGRESS SET
Feeding Spoon, Baby Fork, Baby Spoon, Child Knife, Child Fork and Child Spoon
Consumer Price† $6.95

2-PIECE BABY SET
Baby Fork and Baby Spoon
Consumer Price† $1.95

6-PIECE YOUNG PATRIOT SET
Child Knife, Child Fork, Child Spoon, Cereal Spoon, 7" Melamine Plate and 6" Melamine Bowl.
Consumer Price† $8.95



DISPLAY NO. 7696

Free with Assortment shown below.

White enameled shelves, heavy brass side supports. Size 15" wide, 19½" deep, 24½" high.

ASSORTMENT NO. 9638

Contents:	*Paul Revere*
Feeding Spoon	6
2-Piece Baby Set	6
3-Piece Baby Set	3
3-Piece Child Set	3
6-Piece Progress Set	2
Total Consumer†	**$58.30**

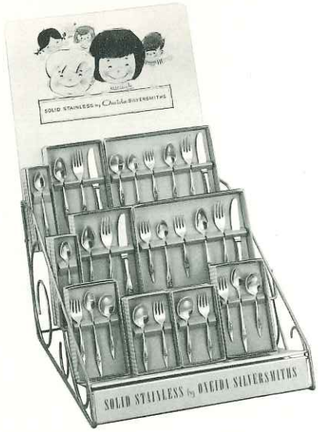
Available in *Paul Revere* pattern only.

†Consumer prices listed herein are the prescribed minimum or stipulated resale prices in all States which have enacted Fair Trade Acts.

There is no Federal Excise Tax on Stainless tableware.

All sets shown are in the popular Paul Revere pattern.

ONEIDACRAFT DELUXE *Stainless* FOR YOUNG FOLKS



DISPLAY NO. 7676

Free with either assortment shown below.

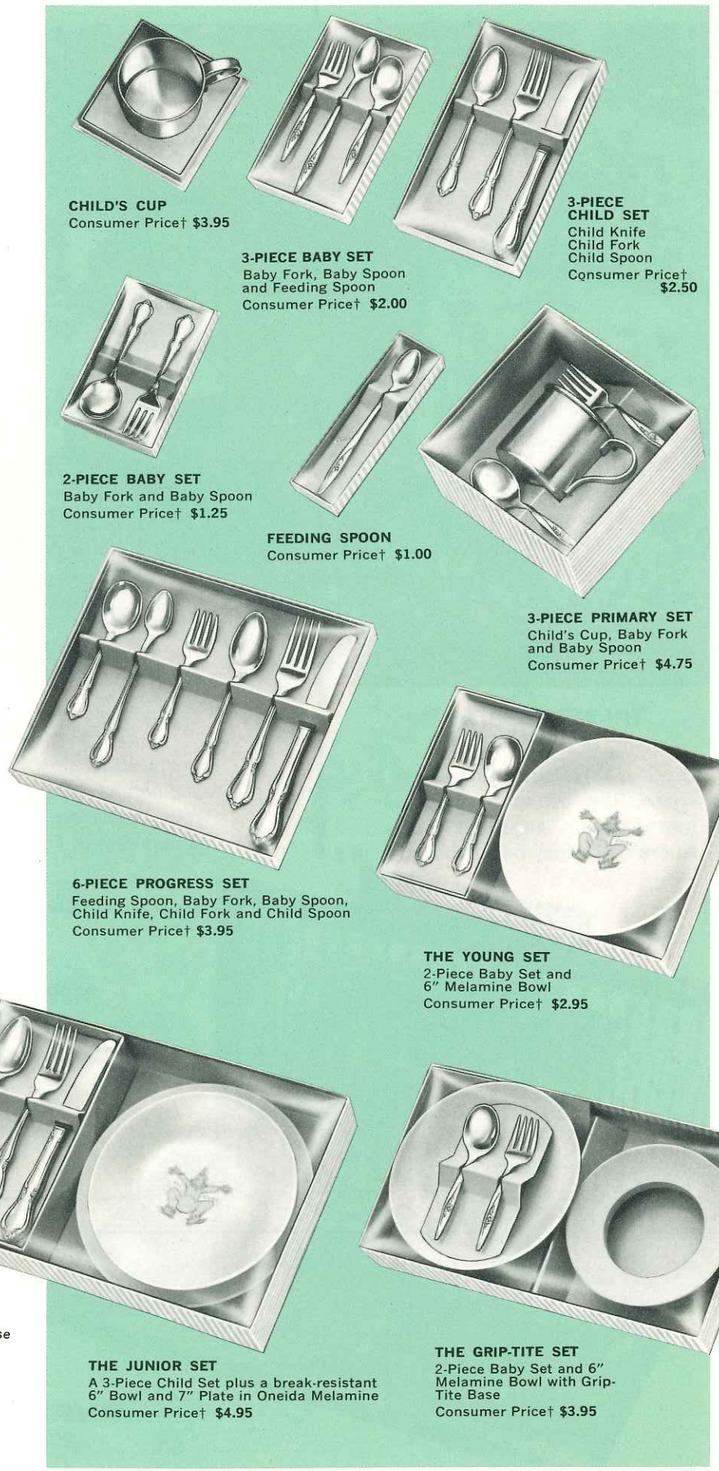
Permanent metal display becomes a merchandiser for you. White enameled shelves, heavy brass side supports. Size 15" wide, 19½" deep, 19½" high.

PATTERN ASSORTMENT NO. 9783
(Choice of Lasting Rose, Chateau, or Accent)
Consists of:

Feeding Spoon	8
2-Piece Baby Set	8
3-Piece Baby Set	4
3-Piece Child Set	4
6-Piece Progress Set	4
Total Consumer†	**$51.80**

SPECIAL CHILDREN'S ASSORTMENT NO. 9784
(Choice of Lasting Rose, Chateau, or Accent)
Consists of:

The Junior Set	2
The Grip-Tite Set	4
Child's Cup	4
3-Piece Primary Set	2
Total Consumer†	**$51.00**



CHILD'S CUP
Consumer Price† $3.95

3-PIECE CHILD SET
Child Knife
Child Fork
Child Spoon
Consumer Price† $2.50

3-PIECE BABY SET
Baby Fork, Baby Spoon and Feeding Spoon
Consumer Price† $2.00

2-PIECE BABY SET
Baby Fork and Baby Spoon
Consumer Price† $1.25

FEEDING SPOON
Consumer Price† $1.00

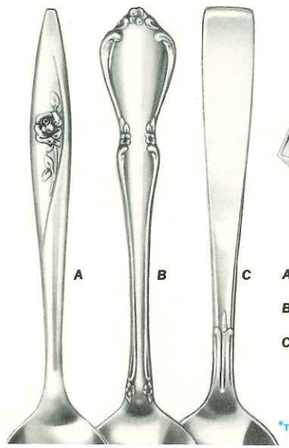
3-PIECE PRIMARY SET
Child's Cup, Baby Fork and Baby Spoon
Consumer Price† $4.75

6-PIECE PROGRESS SET
Feeding Spoon, Baby Fork, Baby Spoon, Child Knife, Child Fork and Child Spoon
Consumer Price† $3.95

THE YOUNG SET
2-Piece Baby Set and 6" Melamine Bowl
Consumer Price† $2.95

THE JUNIOR SET
A 3-Piece Child Set plus a break-resistant 6" Bowl and 7" Plate in Oneida Melamine
Consumer Price† $4.95

THE GRIP-TITE SET
2-Piece Baby Set and 6" Melamine Bowl with Grip-Tite Base
Consumer Price† $3.95



A. Lasting Rose

B. Chateau

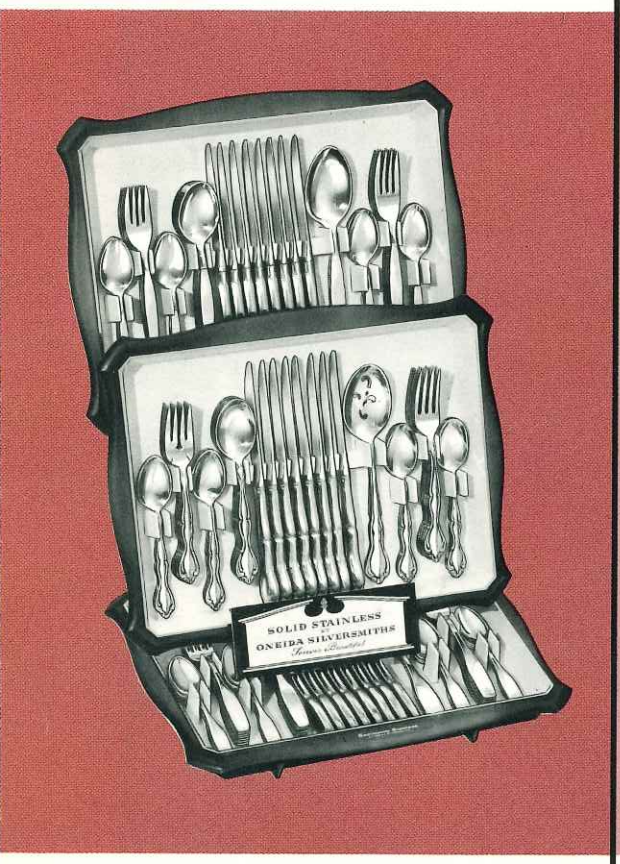
*C. Accent**

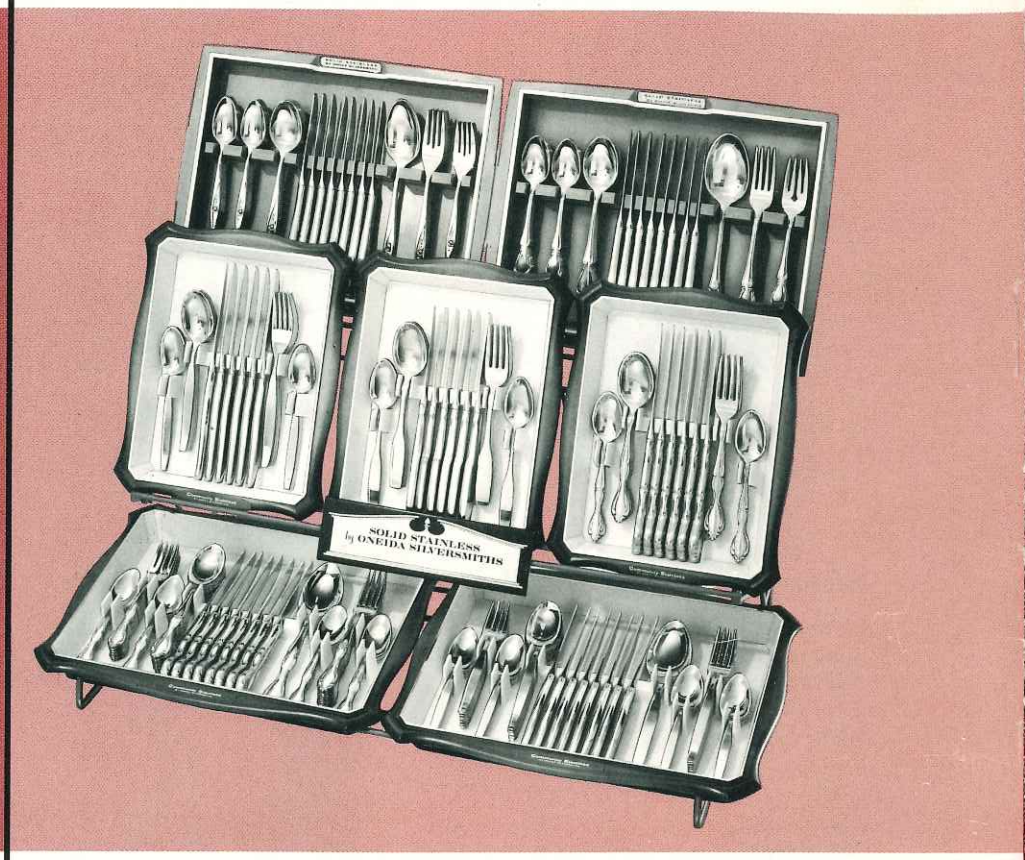
*TRADEMARK OF ONEIDA LTD.

MERCHANDISERS FOR SOLID STAINLESS

Oneida SILVERSMITHS

Mark of Excellence





TRI-SET DISPLAY No. 7660

Displays three sets in minimum space. The perfect display to merchandise stainless sets where space may be a problem.

MULTI-SET DISPLAY NO. 7699

Holds up to nine sets for mass display. A complete and impressive stainless center for sale of sets. Offers your customers better selection. Uses only three square feet of counter space.

DISPENSER DISPLAY NO. 7642

Compactly displays and *sells* sets and open stock. Printed identification strips pre-price items on display. Self-service, visual inventory control.

The displays illustrated on this page are available to retail stores with stock orders of Solid Stainless by Oneida. Ask your wholesaler for details.

STAINLESS DIVISION

ONEIDA LTD. SILVERSMITHS
ONEIDA, NEW YORK

6-65 P-3029